

I support media diversity

I was in radio from 1996 until 1999 and while I loved all of the people I indirectly worked with.....BUT.....I hated being bought out 3 times in those 3 years (4 if you take into account I was fired the day before it was announced that Clear Channel had bought that property). The first year I was in radio, people were already saying how much it had changed:
1-there was too much "busy work" and paperwork for sales people and management and they felt they had to work longer to get their jobs done.
2- radio was not "Fun" anymore...I seriously hear this comment several times during the course of a work week. That's really sad, considering it is an entertainment industry that supports entertaining...so you would think it would be fun, right? 3- Syndicated shows - while they can be good (I LOVE the heavy metal show that airs on a local station here), it encourages homogeny...you know.....where EVERYTHING would be the same, looks the same, buys the same stuff, listens to the same crap...I call BULL!!!!!! I HATE the stations here and the only reason I even listen to them in my car during my 6 minute drive to work is because there is no working CD/cassette player for me to play my OWN music.

We should celebrate individuality, creativity, freedom, the right to make choices...etc. The further deregulation of an industry that's already TOO deregulated in my opinion is insane. There is literally NOTHING in the market I live in (Greenville, SC) that caters to me.....I don't wear GAP, I don't have one of those trendy SUV's, I don't shop at the mall, I am not obsessed with what others think, I could care less about anything super-trendy anyway, I do my own thing.....not something I am seeing much of these days, and it's sad. Where's my underground radio station that plays everything from Jazz, to Prog Rock, to Death Metal????? It doesn't exist because everyone has become so obsessed with having more than their neighbor and the thinking that too much is never enough.

SO - after that long into.....

I am writing to you today to comment on Docket No. 02-277, The Biennial Review of the FCC's broadcast media ownership rules. In its goals to promote competition, diversity and localism in today's media market, I strongly believe that the FCC should retain all of the current media ownership rules now in question. These rules serve the public interest by limiting the market power of already huge companies in the broadcast industry.

I do not believe that the studies commissioned by the FCC accurately demonstrate the negative affects media deregulation and consolidation have had on media diversity (HELLO...read the above and think about this logically) While there may be indeed be more sources of media than ever before, the spectrum of views presented have become more limited. If this is completely obvious to me....it should be obvious to you guys.
THINK!!!!

The right to carry on informed debate and discussion of current events is part of the founding philosophy of our nation. Our forefathers believed that democracy was best served by a diverse marketplace of ideas. If the FCC allows our media outlets to merge, our ability to have open, informed discussion with a wide variety of viewpoints will be compromised.

The public interest will best be served by preserving media ownership rules in question in this proceeding.

In addition to the official hearing on this matter in Richmond, VA, I strongly urge the FCC to hold additional hearings elsewhere around the nation to solicit the widest possible participation from the public which will be the most directly affected by the outcomes of these decisions. I think it is important for the FCC to not only consider the points of view of those with a financial interest in this issue, but also those with a social or civic interest.

With the serious impact these rule changes will have on our democracy, it is incumbent on the Commission to take the time to review these issues more thoroughly and allow the American people to have a meaningful say in the process.

Thank you,

Stacy Dirr